

**Special Provisions**  
**City of Malibu Individual Annual Report**  
**FY 2011-2012**

**IV A. Special Provisions**

**A. Public Information and Participation (Part 4.B)**

*2. Reporting Hotline*

a) & b) At the end of this reporting year, the City established its own dedicated pollution prevention hotline; for the majority of the year the City coordinated with the countywide reporting hotline. The City will continue to also make the County's hotline number available and respond if any calls are referred. An official Press Release in June 2012 announced the new hotline to report spills and illicit discharges. The call center is staffed 24 hours a day, 7 days a week with bi-lingual operators who will take reports of active illicit discharges/connections, and spills. Operators are directed to contact specific City staff to respond to these complaints.

*12. Has awareness increased in your community regarding storm water pollution? Explain the basis for your answers. Include a description of any evaluation methods that are used to determine the effectiveness of your agency's outreach.*

Yes. As a coastal city, our residents are very sensitive to addressing pollution in our receiving waters. Both the residents' and contractors' comfort levels in implementing BMPs and supporting the City's enforcement efforts are further evidence of the effectiveness of the City's outreach efforts. Also, the level of understanding that the public expresses indicates increased awareness and knowledge of water quality issues. The City does not have a formal evaluation method; however, personal interactions with the public indicate an increased public awareness since adoption of the permit. The County, as principal permittee, has conducted surveys to determine awareness levels and campaign success.

Awareness of storm water pollution prevention, environmentalism, and sustainability overall has increased throughout the community since permit adoption. Though the City does not track all individual calls or inquiries, there appears to be a steady if not slightly increased number of public comments, reports/complaints and inquiries received at the City by phone, email and in person. Many calls have been overwhelmingly regarding potential irrigation runoff that residents may notice, indicating an overall increased awareness of water quality and conservation issues by the community. This is likely in part due to increased education/outreach efforts and collaboration with local water retailer Los Angeles County Waterworks District 29 (WWD29), water wholesaler West Basin Municipal Water District (WBMWD), staff from Los Angeles County Supervisor Yaroslavsky's Office, the Resource Conservation District of the Santa Monica Mountains, and Las Virgenes Municipal Water District, public utilities providers Southern California Edison and Southern California Gas Company, neighboring water provider Las Virgenes Municipal Water District, and Pepperdine University's Center for Sustainability as the Malibu Area Conservation Coalition. This group has been conveying the message that wasting water can pollute water and wastes energy. It is believed that the increased outreach efforts have led to an approximate 20% reduction in water consumption since efforts were increased and more focused through this partnership in late 2008.